IN THE CLAIMS:

Please substitute for corresponding pending claims the claims as shown

rewritten below with amendments effected therein.   Appendix I is attached hereto

having marked versions of said claims with amendments indicated by brackets and

underlining.

D 1

1. (Three Times Amended)   A method for detecting customer behavior due

to one of projected visual and projected audiovisual messages and for detecting a

range of action of the projected messages, wherein in a detection range a number

of potential customers is detected in direct sequence, said potential customers being

all individuals passing by said first sensor, and in that the messages are presented

to the potential customers one of visually and audiovisually, and a number of actual

buyers of bought products is detected, and only the detected numbers of the

potential customers, the actual buyers and of the bought products are recorded and

correlated.

D 2

4. (Three Times Amended)   An arrangement for detecting customers

behavior due to one of projected visual and projected audiovisual messages and for

detecting the range of action of the projected messages, wherein sensors are

provided being associated to at least one range for detecting movements of the

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customers in said range, at least a first sensor is provided at an entry of said range

for detecting in direct sequence first counting signals counting customers, said

customers being all individuals passing by said first sensor and at least a second

sensor is provided at an exit of said range for detecting second counting signals,

a display is provided for presenting messages in said range, a cash box for is

provided detecting bought products and a computer is provided for only recording

and evaluating the signals of the first counting, the second counting signal, the

detection of bought products, and for controlling said display.

18. (Amended) A method for detecting customer behavior comprising the

steps of:

detecting in direct sequence a number of potential customers with a first

sensor, said potential customers being all individuals passing by said first sensor;

detecting the number of potential customers that exit with a second sensor;

projecting a message to the potential customers;

determining actual customers of said potential customers who purchased at

least one product projected in said message; and

recording and correlating only the number of the potential customers and

the actual customers.

22. (Amended) An apparatus for detecting consumer behavior comprising:

a first sensor for detecting in direct sequence a number of potential customers, said potential customers being all individuals passing by said first sensor;

a second sensor for detecting the number of potential customers that exit;

a unit for presenting a message to said potential customers;

a register for determining actual customers of said potential customers who purchased at least one product presented in said message;

a computer for recording and evaluating only the number of potential customers and the number of actual customers, and for controlling said unit.

30. (Amended) A method for detecting customer behavior comprising the steps of:

providing one of an advertising space and a sales space between a first sensor and a second sensor, and an advertising space between the first sensor and the second sensor;

detecting in direct sequence a number of potential customers with the first sensor, said potential customers being all individuals passing by said first sensor;

detecting the number of potential customers that exit with the second sensor;

projecting a message to the potential customers in said advertising space with a display;

determining actual customers of said potential customers who purchased at least one product projected in said message; and

recording and correlating only the number of the potential customers and the actual customers.

37. (Amended) An apparatus for detecting consumer behavior comprising:

a first sensor for detecting in direct sequence a number of potential customers, said potential customers being all individuals passing by said first sensor;

an advertising region and a sales region;

said advertising region adjacent said sales region;

a second sensor for detecting the number of potential customers that exit;

one of said advertising region and said sales region located electrically between said first sensor and said second sensor, and said advertising region located electrically between said first sensor and said second sensor;

a display unit for presenting a message in said advertising region;

a register for determining actual customers of said potential customers who purchased at least one product presented in said message;